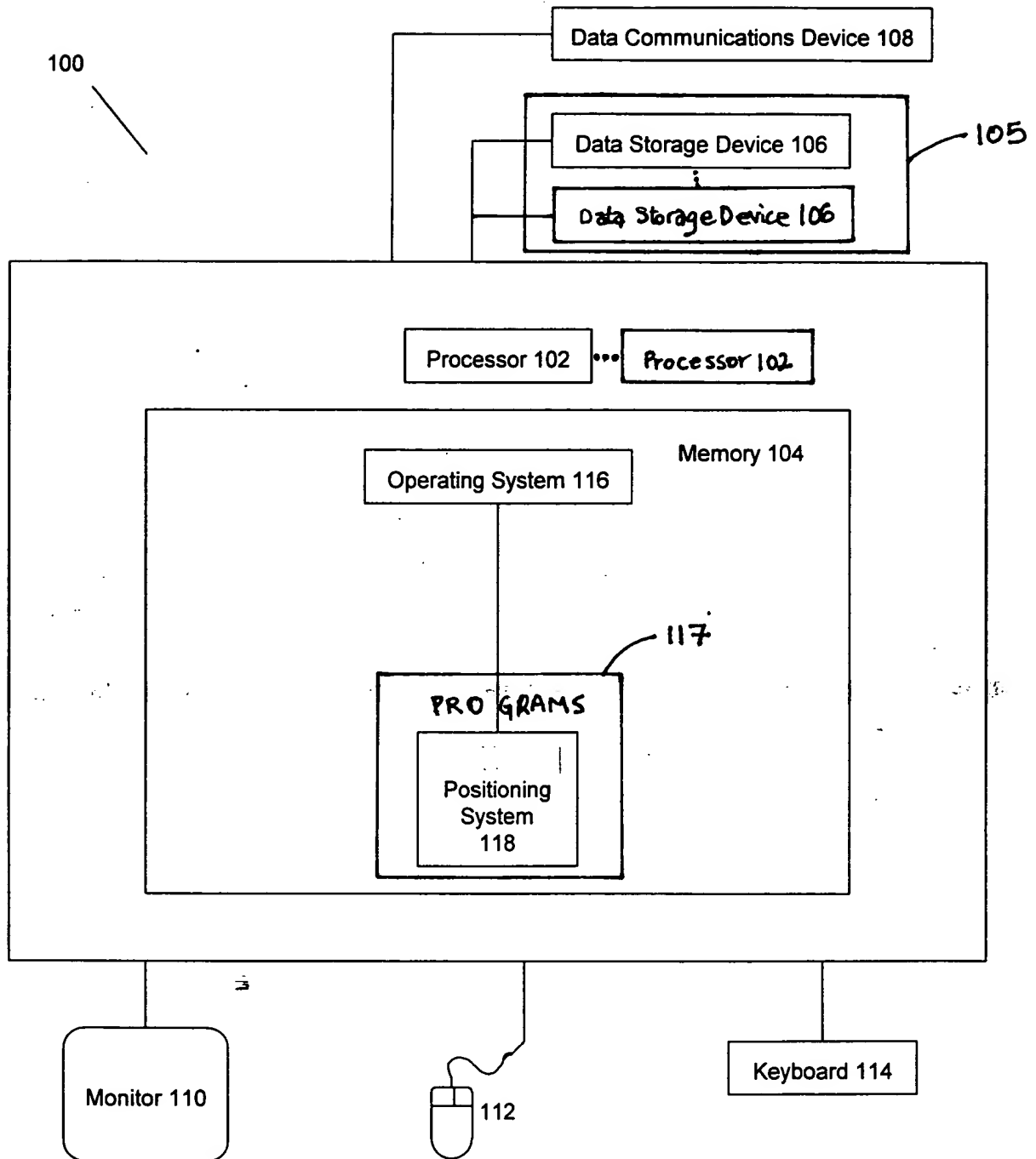


FIG. 1





2021

1200-

→ DYNAMIC

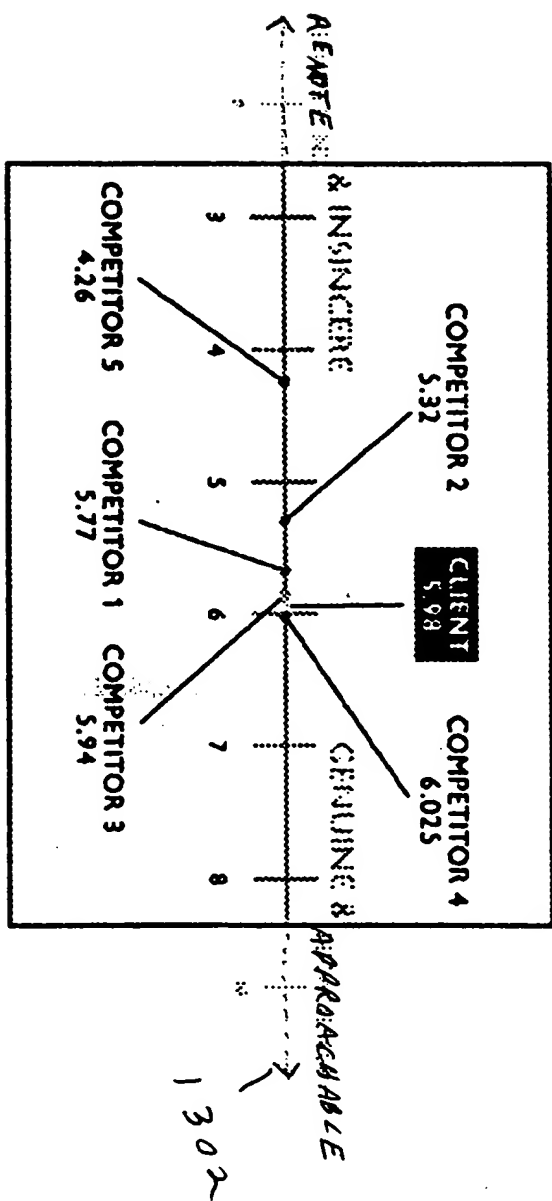
→ HARMONIOUS

.....) GENUINE & APPROACHABLE

→ INVENTIVE SOLUTIONS

F15. W

-1300



F15. 4

[illegible]



PHOTOGRAPHY: PEOPLE

REMOTE & INSINCERE

GENUINE & APPROACHABLE



—1500

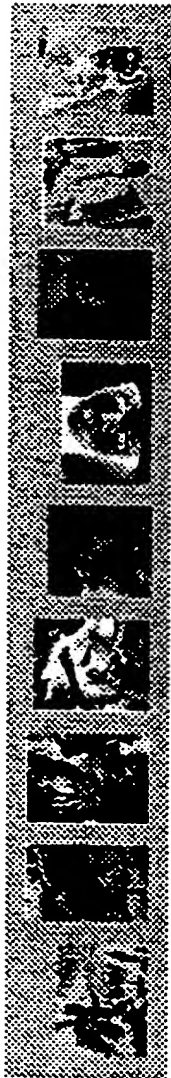
F 16-3 6

09407560 092809

# PHOTOGRAPHIC PEOPLE

REMOTE & INSINCERE

GENUINE & APPROACHABLE



SCORING

cap 1 9	7	8	4	1	3	5	1	2
cap 2 9	7	8	4	1	5	3	2	6
cap 3 9	7	8	4	1	4	2	6	2
cap 4 8	9	7	4	6	3	2	5	1

UNTESTED KINGDOM

cap 1 8	7	8	6	5	4	3	1	4
cap 2 9	7	8	6	5	1	4	3	2
cap 3 9	7	8	6	5	4	3	1	2
cap 4 8	7	9	5	6	4	3	1	2

-1600

F16. 7

000007550 002800

# Brand Positioning

1700

-1702

VERBAL: DESIRED  
BRAND PERCEPTIONS

VISUAL: SIGNALS THAT  
TRIGGER DESIRED PERCEPTIONS

DYNAMIC

DIANIONICUS

GENUINE &  
APPROACHABLE

REVERSITIVE  
SOLUTIONS



Real

People: Intimate relationship

Natural

Rich, warm tones

Inviting

Eyecontact with viewer

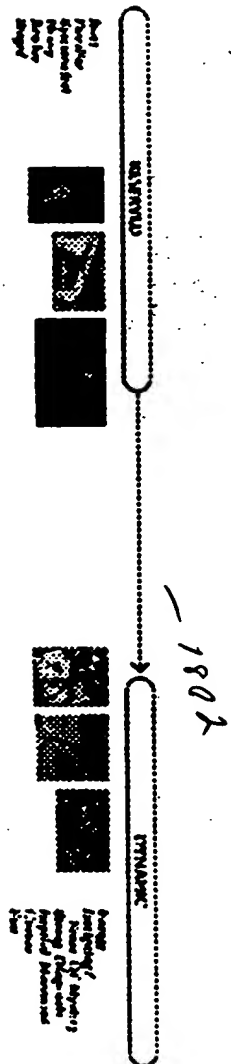
-1704

F16-8

00007560 : 0025000



VISUAL POSITION MODEL — 1800



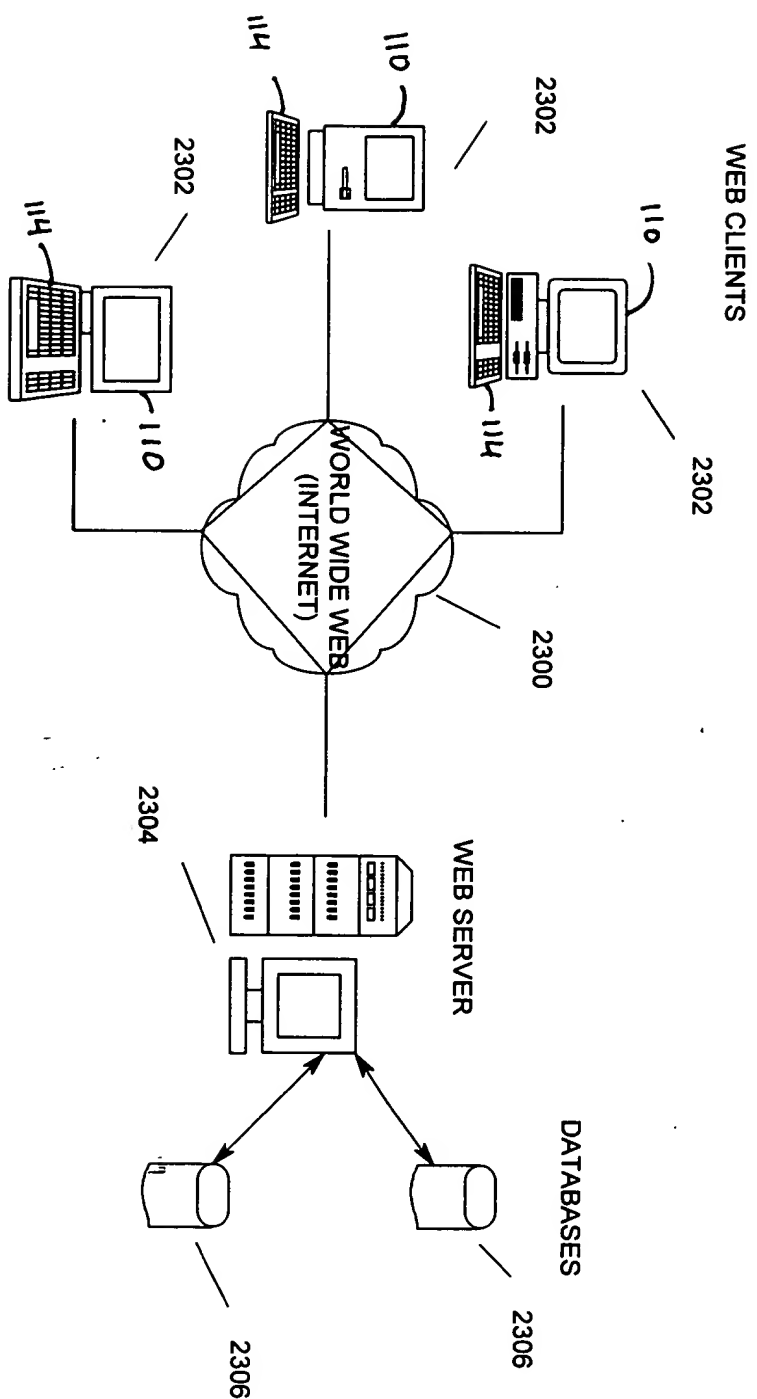
1804

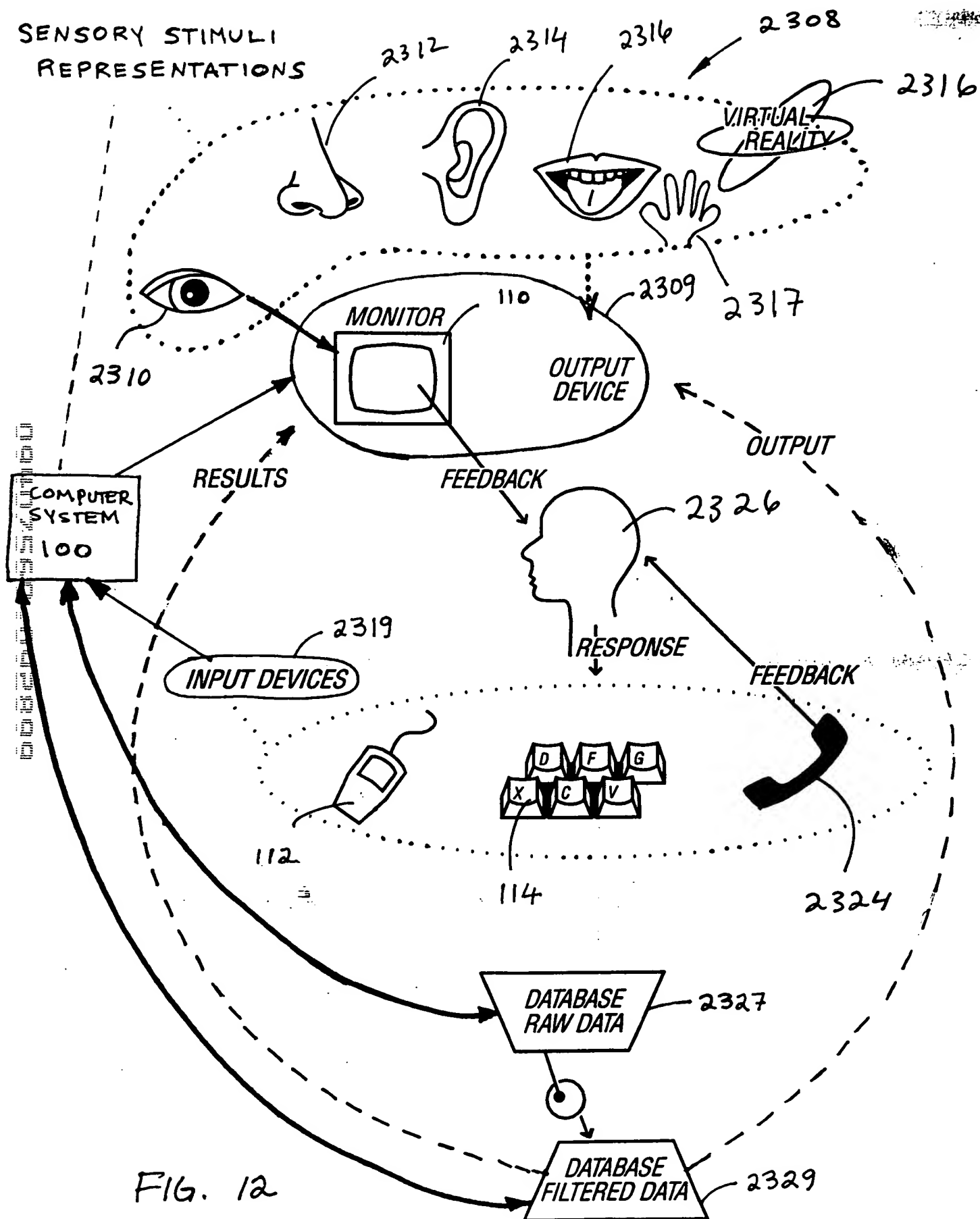
F15.9

**P** **E** **A** **C** **H** **I** **N** **G** **R** **O** **S**



FIG. 11







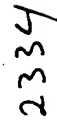
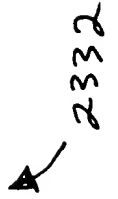
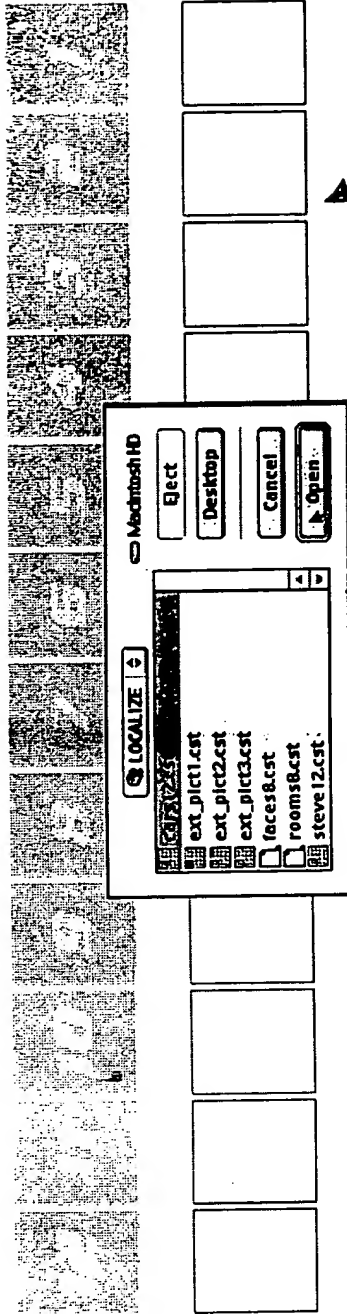
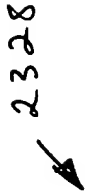


image notes

click on an image, then enter notes in the field below

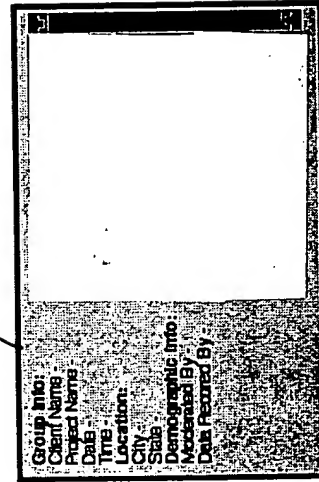
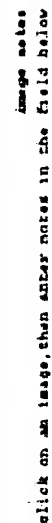
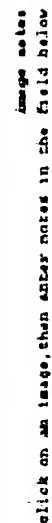
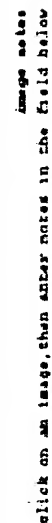
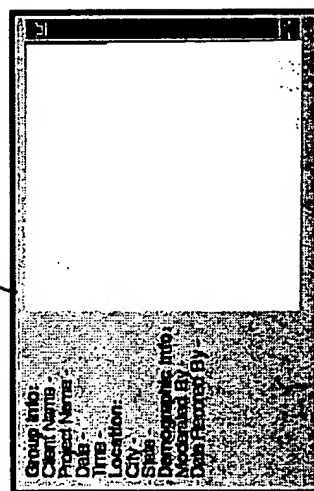
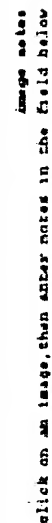
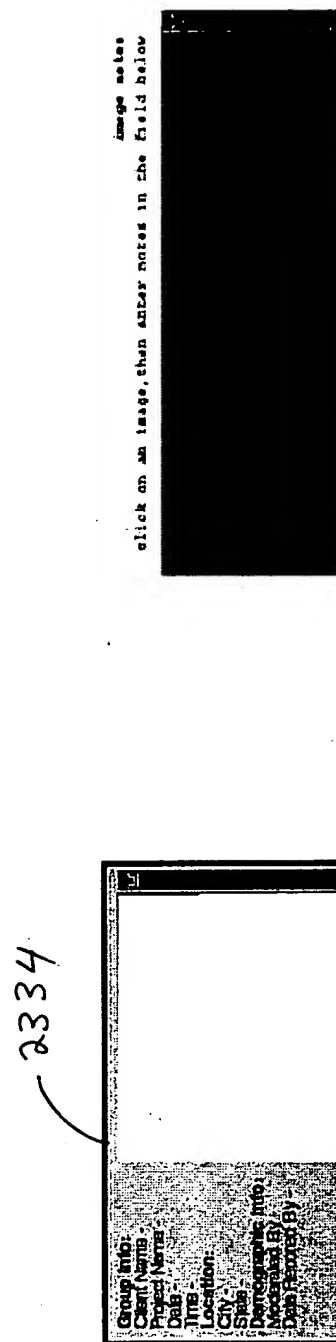
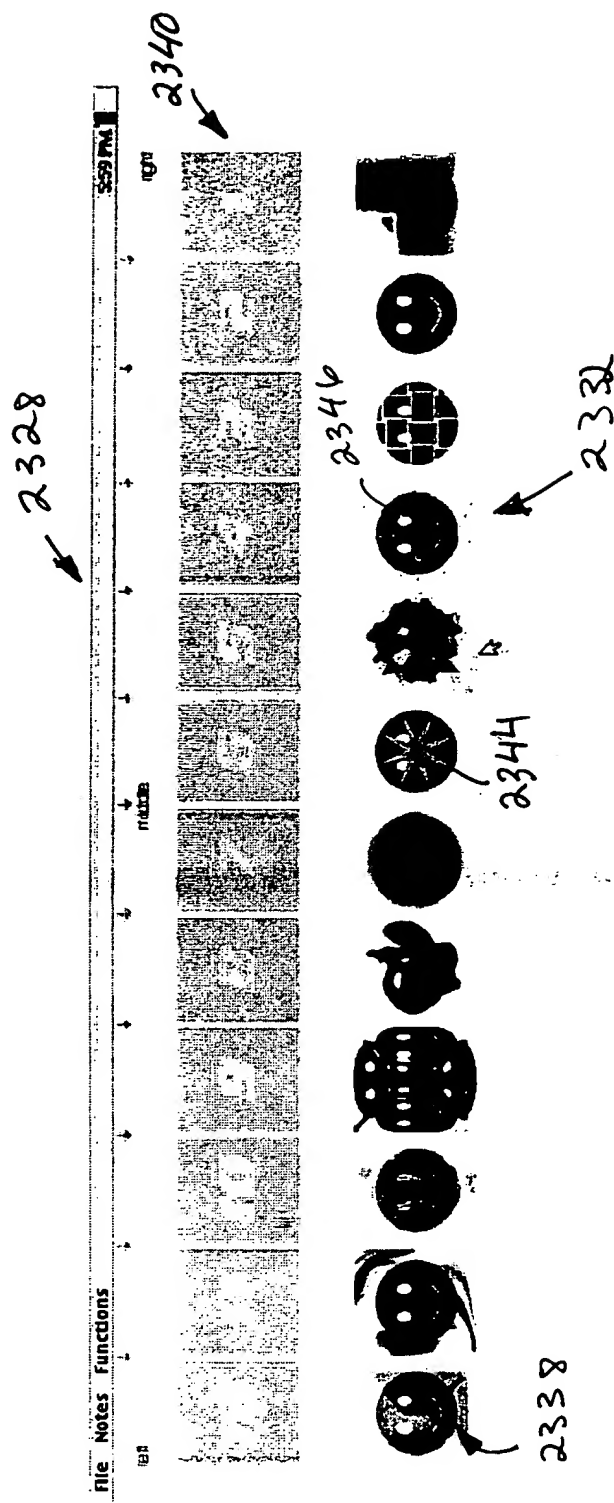


Fig. 14



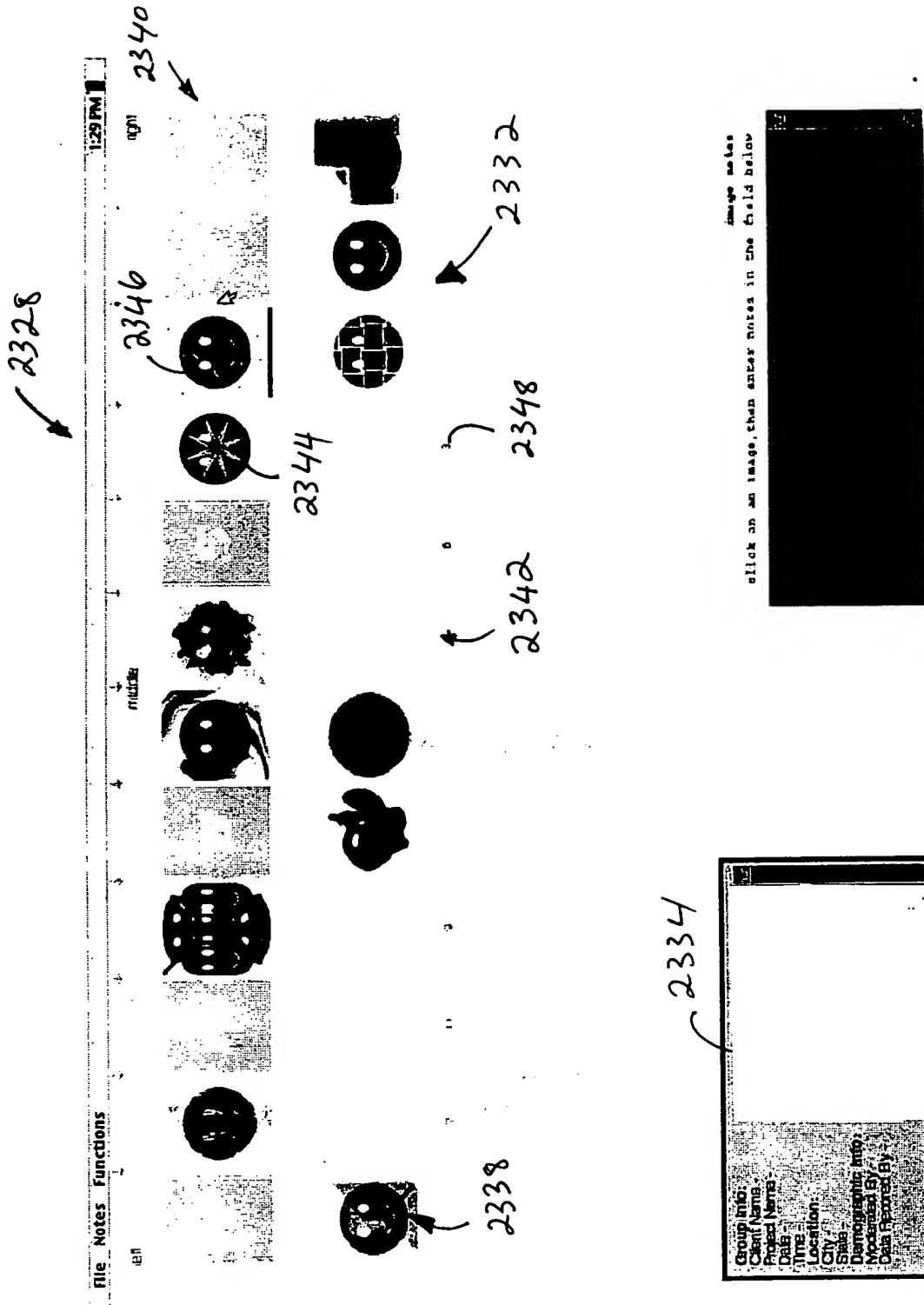


FIG. 16



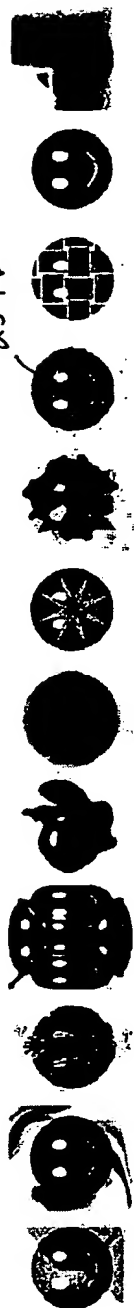
# DEMO WINDOW

2328

File Notes Functions 1:30 PM



2346



2350

2352

11.00 10.00 10.67 9.00 8.00 6.33 5.33 3.67 3.00 2.67 1.33

Group Info:  
 Client Name:  
 Project Name:  
 Date:  
 Time:  
 Location:  
 City:  
 State:  
 Demographic Info:  
 Modified By:  
 Date Received By:

2334

Image notes  
 click on an image, then enter notes in the field below



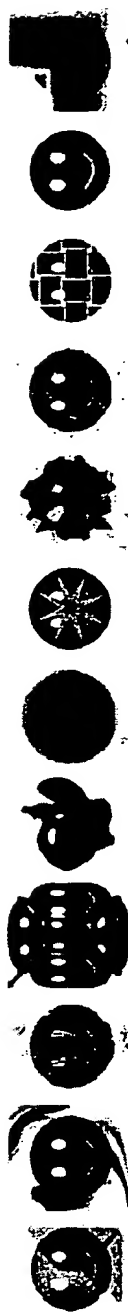




2328

File Notes Functions 2:09 PM

12/11



2364

notepad

Record your notes in the area directly below this screen.

2334

Group Info:  
Client Name:  
Project Name:  
Date:  
Time:  
Location:  
City:  
State:  
Demographic Info:  
Modulated By:  
Data Received By:

2356

image notes  
in image, then enter notes in the field below

**Spectrum**

18 items, 1.9 GB available

	Date Modified
insightful comm. collab.	Mon, Apr 5, 1999, 10:59
layouts	Fri, May 21, 1999, 11:36
logos	Fri, May 21, 1999, 11:36
people	Fri, May 21, 1999, 11:38
prog, emp. leader	Mon, Apr 5, 1999, 10:59
chairs	Fri, May 21, 1999, 11:51
layouts	Fri, May 21, 1999, 11:51
logos	Thu, May 27, 1999, 10:0
proven, cont. growth	Mon, Apr 5, 1999, 10:59
layouts	Fri, May 21, 1999, 11:42
logos	Thu, May 27, 1999, 10:0
textures	Fri, May 21, 1999, 11:44
unmatched, acc. resources	Mon, Apr 5, 1999, 10:59
architecture	Fri, May 21, 1999, 11:46
layouts	Thu, May 27, 1999, 3:54
logos	Thu, May 27, 1999, 10:0

2366

FIG. 21





### Phase 2 Dimensional Scaling Graph (left side)

COUNT OF PLAYS BY NUMBER		X	Y
1			
2			
3			
4			
5			
6			
7			
8			
9			
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96			
97			
98			
99			
100			

CLIENT:	GENERAL MILLS	CITY:	CHICAGO
RECORDER:	ANDERWS	GROUP:	SIDE
			MULTI-USE
MODERATOR:		DATE:	TIME:
FREEDOM/INTENSE FUN			
INTENSE FUM/IMPACT			
THESE GRILLS HAVE BEEN TESTED			
FREEDOM/IMPACT			

2367

2348

2371

2378

2376



2375

FIG. 25